

Message Text

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ACTION EB-07

INFO OCT-01 AF-06 ISO-00 /014 W
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R 211930Z MAY 75
FM AMEMBASSY DAR ES SALAAM
TO SECSTATE WASHDC 8223
INFO USDOC WASHDC
AMEMBASSY NAIROBI

UNCLAS DAR ES SALAAM 1594

E.O. 11652: N/A

TAGS: BECP, TZ

SUBJ: INITIAL MARKETING EFFORT IN AFRICA BY TRW

REF: STATE A-3247 MAY 7, 1975

1. NONE OF TRW PRODUCTS MANUFACTURED LOCALLY, TANZANIA IMPORTS ALL SUCH PRODUCTS FROM MANY DIFFERENT COUNTRIES, U.K. AND WEST GERMANY BEING LEADERS. FOLLOWING BREAKDOWN OF SIMILAR PRODUCTS IMPORTED INTO TANZANIA DURING 1974 INDICATES U.S. SHARE ONLY 3.2 PER CENT OF TOTAL:

SITC	PRODUCT	TOTAL IMPORTS FROM ALL COUNTRIES	OUT OF WHICH U.S. SHARE
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		DOLS MILLION	DOLS THOUSAND
719-2-1	PUMPS FOR LIQUIDS	3.0	76.8
719.2.2	PUMPS FOR GASES	2.0	21.5
719.2.3	OTHER CENTRIFUGES	1.1	22.9
719.9.2	VALVES AND SIMILAR FITTINGS	1.8	41.4
695.2.4	INTERCHARGEABLE TOOLS	1.0	121.8
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	TOTAL	8.9	284.4

2. TRW PRODUCTS APPEAR TO HAVE SOME POTENTIAL USES IN TANZANIA'S RURAL DEVELOPMENT PROGRAM, SPECIALLY IN RURAL WATER SUPPLY, IRRIGATION, MINING AND ROAD CONSTRUCTION. OTHER VISIBLE PROSPECTS ARE OIL REFINERY IN DAR, TWIN POL PIPELINE
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FROM DAR ES SALAAM TO ZAMBIA, KIDATU HYDRO-ELECTRIC PROJECT

AND EXPANSION OF URBAN WATER SUPPLY.

3. CURRENT MARKET POTENTIAL FOR TRW PRODUCTS VERY MODEST WITH NO SIGNS OF GENUINE BRANDS AND SOURCES OF SUPPLY HAVE FIRM GRIP ON MARKET THROUGH KNOWLEDGE AND EXPERTISE OF PROVIDING SERVICE AND SPARES. WHILE LACK OF INTEREST AT PRESENT DOES NOT JUSTIFY SPECIAL VISIT BY FIRM, EMBASSY BELIEVES IF ONE-DAY STOPOVER IN DAR POSSIBLE WITHIN AIRLINE SCHEDULE, INTRODUCTORY CONSULTATION WITH LEADING STATE-OWNED COMPANY CONSIDERED WORTHWHILE. FOR ADVANCE APPOINTMENT WITH THIS COMPANY, TRW SHOULD WRITE TO:

AGRICULTURAL AND INDUSTRIAL SUPPLIES CO. LTD.
P.O. BOX 4797
DAR ES SALAAM, TANZANIA
CABLE: AGRIND PHONE: 25201
A. J. TAIRO, GENERAL MANAGER
T. M. NGABO, ENGINEER

FUTURE PROSPECTS FOR TRW PRODUKTS DEPEND UPON PENETRATION INTO THIS MARKET WITH GUARANTEE FOR AFTER-SALE SERVICE AND SPARES FROM NEARBY REGIONAL OFFICE WHEN ONE IS ESTABLISHED.
CARTER

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